

Client: Gus Rantz Campaign

Media: Product: Political

Market: Lake Charles

Separation between spots: 30

Estimate:

Flight End Date: 10/9/2016 02:59 AM

Survey: Nov16 Proj. (Nov15 HUT, May16 SHR)
DMA Custom Live+1

Description: RANT16 Phase 3 Part 1 Media Placement Flight Start Date: 9/19/2016 03:00 AM

Buyer: Heidi Guerra

Suite 7 Phone: 985.377.7161 Mandeville, LA 70471 985.377.7118

Send Billing To: Innovative Advertising 4250 Hw y 22

Revision #:

Date: 9/16/2016 8:30 AM

25	N 4	23	13	7		20	19	18	17	KPLC-TV 16 M	No	
MTuWThF 10:35p-11:30p Tonight SHow	MTuWThF 10:00p-10:35p New s	MTuWThF 6:30p-7:00p ET	MTuWThF 6:00p- 6:30p New s	MTuWThF 5:00p- 5:30p New s	New s	MTuWThF 4:00p- 5:00p	MTuWThF 3:00p- 4:00p Ellen	MTuWThF 7:00a- 9:00a Today Show	MTuWThF 5:30a-7:00a 7 News @ Sunrise	≻TV MTuWThF 5:00a-5:30a 7NEWS Sunrise	Daypart Program	
\$110.00	\$405.00	\$305.00	\$405.00	\$250.00		\$150.00	\$50.00	\$140.00	\$165.00	\$85,00	STN	
\$93.50	\$344.25	\$259.25	\$344.25	\$212.50		\$127.50	\$42.50	\$119.00	\$140.25	\$72.25	STN Net Days	
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						31						RAUT 9.19-10.9

Client: Media: Gus Rantz Campaign

Product: Political

Market:

Lake Charles

Separation between spots: 30

Estimate:

Flight Start Date: 9/19/2016 Description: RANT16 Phase 3 Part 1 Media Placement

Flight End Date: 10/9/2016 02:59 AM 03:00 AM

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DMA Custom Live+1
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Suite 7

Phone: 985,377,7161 Mandeville, LA 70471

985.377.7118

Line	Davnart	OTN	The state of the s			Profes Will Statement and Asia								and the same of th				
8	Program	Gross	Gross STN Net Days	Ę	Mon Tue Wed Thu 9/19 9/20 9/21 9/22	.e 05/6	ed T	hu 100	Fr: 123	Sat \$	Fri Sat Sun Mon Tue 9/23 9/24 9/25 9/26 9/27	on 1	Tue \ 9/27	Wed .	Thu 9/29	Fri :	Sun Mon 10/2 10/3	Non
KPLC-TV	VT			THE PERSON NAMED IN COLUMN														
26	M 9:00p-10:00p Blindspot	\$400.00	\$340.00 30	30	-	0	0	0	0	0	0	_	0	0	0	0	0	0
27	Su 7:00a- 8:00a Sunday Today	\$50.00	\$42.50	30	0	0	0	0	0	0	-	0	0	0	0	0	-4	0
28	Su 8:00a-9:00a Meet the Press	\$190.00	\$161.50	30	0	0	0	0	0	0	-	0	0	0	0	0	_	0
29	Su 10:00p-11:00p News	\$280.00	\$238,00 30	30	0	0	0	0	0	0		0	0	0	0	0	-	0
			Total Spots: 11 10 10 10 9 0 3 11 10	ots:	=	6	10	6	9	0	ω	-7	0	ö	ö	9	ω	ග



Revision #:

Send Billing To: Innovative Advertising

Suite 7

4250 Hwy 22

Fax:

985.377.7118

Phone: 985.377.7161

Mandeville, LA 70471

Date: 9/16/2016

8:30 AM

Media: Client: Market: Product: Political Gus Rantz Campaign

Lake Charles

Flight Start Date: 9/19/2016 Description: RANT16 Phase 3 Part 1 Media Placement 03:00 AM

Estimate:

1392

Flight End Date: 10/9/2016 02:59 AM

Survey: Nov16 Proj. (Nov15 HUT, May16 SHR)
DMA Custom Live+1
Buyer: Heldi Guerra

Separation between spots: 30

Line	Davpart	OTE						-	-		
No	Program	Gross	STN Net Days	ys Dur	Tue 10/4	Wed 10/5				Sun 10/9	Total Spots
PLC-1	.Λ.						A CONTRACTOR OF THE PARTY OF TH				
16	MTuWThF 5:00a- 5:30a 7NEWS Sunrise	\$85.00	\$72.25	30	0	0	0	0	0	0	10
17	MTuWThF 5:30a-7:00a 7 News @ Sunrise	\$165.00	\$140.25	30	0		~		0	0	14
∞	MTuWThF 7:00a-9:00a Today Show	\$140.00	\$119.00	30	0	-	-	-4	0	0	14
19	МТиWThF 3:00p- 4:00p ∃len	\$50.00	\$42.50	30	0	0	0	0	0	0	10
20	MTuWThF 4:00p- 5:00p New s	\$150.00	\$127.50	30	0	0	0	0	0	0	10
27	MTuWThF 5:00p- 5:30p New s	\$250.00	\$212.50	30		\	4	0	0	0	14
22	MTuWThF 6:00p- 6:30p New s	\$405.00	\$344.25	30		·		0	0	0	14
23	VTUWThF 6:30p- 7:00р ∃T	\$305.00	\$259.25	30	0	0	0	0	0	0	10
24	√ПuWThF 10:00p-10:35p √ew s	\$405.00	\$344,25	30		-	_	0	0	0	14
25 T	พิโนWThF 10:35p-11:30p ^T onight SHow	\$110.00	\$93.50	30	0	-	-4	0	0	0	11
	Į.	[0]	PLC-TV MTUWTHF 5:00a- 5:30a 7NEWS Sunrise MTUWTHF 5:30a- 7:00a 7 News @ Sunrise MTUWTHF 7:00a- 9:00a Today Show MTUWTHF 3:00p- 4:00p Ellen MTUWTHF 5:00p- 5:30p News MTUWTHF 6:00p- 6:30p News MTUWTHF 6:30p- 7:00p ET MTUWTHF 10:00p-10:35p News MTUWTHF 10:35p-11:30p Tonight SHow	PLC-TV MTuWThF 5:00a- 5:30a \$85.00 7NEWS Sunrise MTuWThF 5:30a- 7:00a \$165.00 7 News @ Sunrise MTuWThF 7:00a- 9:00a \$140.00 Today Show MTuWThF 3:00p- 4:00p Ellen MTuWThF 5:00p- 5:30p News MTuWThF 6:00p- 6:30p News MTuWThF 6:30p- 7:00p ET MTuWThF 10:00p-10:35p MTuWThF 10:35p-11:30p News MTuWThF 10:35p-11:30p \$405.00	PLC-TV MTuWThF 5:00a- 5:30a \$85.00 \$72.25 7NEWS Sunrise MTuWThF 5:30a- 7:00a \$140.00 \$140.25 7 News @ Sunrise MTuWThF 7:00a- 9:00a \$140.00 \$119.00 7 News \$250.00 \$127.50 7 News \$150.00 \$127.50 7 News \$1	PLC-TV PLC-TV PLC-TV MITUWThF 5:00a- 5:30a \$85.00 \$72.25 30 0 7 NEWS Sunrise MITUWThF 5:30a- 7:00a \$165.00 \$140.25 30 0 7 News @ Sunrise MITUWThF 7:00a- 9:00a \$140.00 \$119.00 30 0 Today Show MITUWThF 3:00p- 4:00p \$50.00 \$42.50 30 0 Blen MITUWThF 4:00p- 5:00p \$150.00 \$127.50 30 0 News MITUWThF 6:00p- 6:30p \$250.00 \$212.50 30 1 News MITUWThF 6:30p- 7:00p \$305.00 \$259.25 30 1 News MITUWThF 10:35p-11:30p \$405.00 \$344.25 30 1 News MITUWThF 10:35p-11:30p \$405.00 \$344.25 30 1	ATUVThF 5:00p- 6:30p News MTUVThF 6:00p- 10:35p News MTUVThF 10:35p-11:30p S110.00 S127.25 SINNet Days The Wed Dur 10/4 10/5 Next News N165.00 \$140.25 30 0 1 1 1 0 0 0 1 10/4 10/5 Next Dur 10/4 10/5 Next	PLC-TV Caross Still Net Days The Wed Thu Dur 10/4 10/5 10/6	PLC-TV MTuWThF 5:00a-5:30a \$85.00 \$72.25 30 0 0 0 0 0 0 0 0	Color The West The West The West The Fri Sate	Color The West The West The West The Fri Sat Survival Surviv



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Date: 9/16/2016 8:30 AM

Suite 7

4250 Hwy 22

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Mandeville, LA 70471

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Market:

Lake Charles

Flight Start Date: 9/19/2016 Estimate: Description: RANT16 Phase 3 Part 1 Media Placement 03:00 AM

1392

Flight End Date: 10/9/2016 Nov16 Proj. (Nov15 HUT, May16 SHR) 02:59 AM

Buyer: Heidi Guerra DMA Custom Live+1

Separation between spots: 30

Line KPLC-TV M 9:00p-10:00p Su 10:00p-11:00p Meet the Press Su 8:00a- 9:00a Sunday Today Su 7:00a- 8:00a Blindspot Program Daypart Total Cost: \$28,580.00 \$190.00 \$280.00 Gross STN \$400.00 \$50.00 STN Net Days \$238.00 \$161.50 \$42.50 \$340.00 Total Spots: \$24,293.00 30 30 30 30 Dur Tue Wed 10/4 10/5 w 0 0 0 0 6 0 0 0 0 10/6 0 0 0 0 0 10/7 N 0 0 0 0 Sat 10/8 0 C 0 0 Signature: 10/9 0 Total Spots 132 132 ω N

29

28

27

26

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Disclaimer:

executed contracts and applications of credit that contradicts this liability transfer agreement. billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run



Summary by Station/System

Client: Gus Rantz Campaign

Media: Product:

Market: Lake Charles Political

Separation between spots: 30

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Buyer:

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Flight Start Date: 9/19/2016 03:00 AM

> Date: 9/16/2016 8:30 AM

Send Billing To: Innovative Advertising

Suite 7 4250 Hw y 22

Phone: 985.377.7161 Mandeville, LA 70471

Fax: 985.377.7118

Station

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)
FEDERAL CANDIDATE

I STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Rederal Bandidates Most Sign The Carbifection Unit-age &

beington behalf of: Gus Rantz for Louisiana a legality qualified candidate of the Cepublican political party for the office of: U.S. Congress in the Primary election to be held on: 11/8/16 do hereby request station time as follows: Eroadcast Day, Footston or Package Time of Days Length Footston or Package Additional	Station and	d Locatio	n:		Date	,
being/on behalf of: Gus Rantz for Lorusiana. a legally qualified candidate of the Republican political party for the office of: US Congress in the Primary election to be held on: 11/8/16 do hereby request station time as follows: Eroadcast Day, Langth Fotation or Saye Class Week: Weeks					9/	5/16
a legally qualified candidate of the Cepublican political party for the office of: U.S. Congress in thePrimary election to be held on:18/16 do hereby request station time as follows: Ercadcast Day, Days Class Week Week	E He	idi (Iverra			, , , , ,
a legally qualified candidate of the Cepublican political party for the office of: U.S. Congress in thePrimary election to be held on:18/16 do hereby request station time as follows: Ercadcast Day, Days Class Week Week	being/on bei	ialf of:	Gus Ran	tz For	Louise	dirac :
political party for the office of: US Congress in the Primary election to be held on: 11/8/16 do hereby request station time as follows: Ercadcast Day, Days Class Week Week	a legally qua	lified cand	idate of the	Republica	an	addastas namas y ramon y y princip databatika bili sida bili sida bili sida bili sida bili sida bili sida bili
election to be held on: 11/8/16 do hereby request station time as follows: Eroadcast Day, Days Class Week Week				_		
do hereby request station time as follows: Time of Ercadcast Day, Days Class Week Weeks		_		U	Principles de appenieur de 2 de la seguina de la companya de la co	
Time of Ercadcast Day, Days Class Week Weeks	election to be	held on: _	11/8/1	6		
Eroadcast Day, Days Class Times per Kumber of Length Fotation or Days Class Week Weeks	do hereby red	quest static	on time as follow	<u>.</u> .		
See Attached.		Day, Rotation	or Days	Otaes	3	
	5	le	A	Hac	Ard	

Attach proposed schedule with charges (if available):

Copyright © 2013 by the National Association of Broadcasters. May not be copied, reproduced or further distributed

1

The production was an east trace.	ment for the above described broadcast time has been furnished Rantz for Lovisiana	
and you are authorized represent that this person	to announce the time as paid for by such person or entity. I on or entity is either a legally qualified candidate or an ganization of the legally qualified candidate.	
The name of the treasur	er of the candidate's authorized committee is:	
	ed to me its political advertising policies, including: applicable liscount, promotional and other sales practices (not applicable	
	HOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE DR ETHNIGITY IN THE PLACEMENT OF ADVERTISING.	
To Be Sign	ed By Gandidate or Authorized Committee	
9:/15/16 Date	Medi Guera : Eigneture	
To Maccepted	Be Signed By Station Representative Descripted in Pari I Rejected Accepted in Pari I Rejected Accepted in Pari	nd
Signature	Frince Rame Title	



KPLC-TV Lake Charles Send all correspondence to: 320 Division Street Lake Charles, LA 70601 (337) 439-9071

www.kplctv.com

And:

Innovative Advertising (B) 4250 Hwy 22, Suite 7 Mandeville, LA 70471

RACI						
	Contract / Re	vision	Alt	Order #	<u> </u>	
	RANT01	1				
Product	100000000000000000000000000000000000000		•			
Congress						
Contract Dates	Estimate #					
09/19/16 - 10/09/16						
Advertiser	*)		Origina	al Date	/ Rev	rision
POL/Rantz, Gus/R/Congr	ress		09/1	6/16	/ 09	9/16/16
	Billing Cycle	Billing	Calend	ar	Cas	h/Trade
	EOM/EOC	Broado	ast		Cas	h
	Property	Accour	nt Exec	utive	Sale	s Office
	KPLC	Politica	al/Local	Politica	KPL	С
	Special Hand	ling			-	
	Demographic	1				
	Households					
	Agy Code	Adverti	ser Co	de	Proc	luct 1/2
	9913826					
	Agency Ref		Adv	vertiser	Ref	
					T	
9	Spots/					
Days Length \		te Rtn	Туре	Spots		Amount
:30			NM	10		\$850.00
:30			NM	14		\$2,310.00

*Line Ch Start Date End Date Description		Start/End Time	Days Length	Spots/ Week Rate Rtn	TypeSi	nots	Amount
N 1 KPLC 09/19/16 10/02/16 7News Early St	nrise oots/Week 5 5	5-530am <u>Rate</u> \$85.00 \$85.00	:30	THE PARTY OF THE P	NM	10	\$850.00
N 2 KPLC 09/19/16 10/09/16 7News Sunrise Start Date End Date Weekdays S Week: 09/19/16 09/25/16 MTWTF Week: 09/26/16 10/02/16 MTWTF Week: 10/03/16 10/09/16 M-WTF	5 5 4	530-7am <u>Rate</u> \$165.00 \$165.00 \$165.00	:30		NM	14	\$2,310.00
N 3 KPLC 09/19/16 10/09/16 NBC Today Sho	w oots/Week 5 5 4	7-9am <u>Rate</u> \$140.00 \$140.00 \$140.00	:30		NM	14	\$1,960.00
N 4 KPLC 09/19/16 10/02/16 SYN M-F 3-4p Start Date End Date Weekdays St Week: 09/19/16 09/25/16 MTWTF Week: 09/26/16 10/02/16 MTWTF	oots/Week 5 5	3-4p <u>Rate</u> \$50.00 \$50.00	:30		NM	10	\$500.00
N 5 KPLC 09/19/16 10/02/16 Right This Minus Start Date End Date Weekdays Sp Week: 09/19/16 09/25/16 MTWTF Week: 09/26/16 10/02/16 MTWTF	e 2 ots/Week 5 5	4-430p <u>Rate</u> \$150.00 \$150.00	:30		NM	10	\$1,500.00
N 6 KPLC 09/19/16 10/09/16 Live at Five Start Date End Date Weekdays Sp Week: 09/19/16 09/25/16 MTWTF Week: 09/26/16 10/02/16 MTWTF Week: 10/03/16 10/09/16 MTWT	ots/Week 5 5 4	5-530pm <u>Rate</u> \$250.00 \$250.00 \$250.00	:30		NM	14	\$3,500.00
N 7 KPLC 09/19/16 10/09/16 7News at Six Start Date End Date Weekdays Sp Week: 09/19/16 09/25/16 MTWTF Week: 09/26/16 10/02/16 MTWTF	ots/Week 5 5	559-630pm <u>Rate</u> \$405.00 \$405.00	:30		NM	14	\$5,670.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

Totals

 Contract / Revision
 Alt Order #

 RANT01 /
 Froduct

 Contract Dates
 Product

 09/19/16 - 10/09/16
 Congress

 Advertiser
 Original Date / Revision

 POL/Rantz, Gus/R/Congre
 09/16/16 / 09/16/16

*Line Ch Start Date End Date Description		Start/End Time	Days Le	Spots/ ength Week	Rate Rtn	Type Spo	ts	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>9</u> Week: 10/03/16 10/09/16 MTWT	Spots/Week	Rate				, i		
N 8 KPLC 09/19/16 10/02/16 Entertainment	4 Tonight	\$405.00 630-7p		-20				
2	Spots/Week 5	Rate \$305.00 \$305.00		:30		NM	10	\$3,050.00
N 9 KPLC 09/19/16 10/09/16 7News Nightca		10-1035pm		:30		NM	14	¢5 670 00
Start Date End Date Weekdays 9 Week: 09/19/16 09/25/16 MTWTF Week: 09/26/16 10/02/16 MTWTF	Spots/Week 5 5	<u>Rate</u> \$405.00 \$405.00		.50		NIVI	14	\$5,670.00
Week: 10/03/16 10/09/16 MTWT N 10 KPLC 09/19/16 10/09/16 Tonight Show	4	\$405.00						
	Spots/Week 4 4 3	1035-1136pm <u>Rate</u> \$110.00 \$110.00 \$110.00		:30		NM	11	\$1,210.00
N 11 KPLC 09/19/16 09/26/16 Monday Hour 3	3	9-10pm		:30		NM	2	\$800.00
Start Date End Date Weekdays S Week: 09/19/16 09/25/16 M Week: 09/26/16 10/02/16 M	Spots/Week 1 1	Rate \$400.00 \$400.00						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
N 12 KPLC 09/19/16 10/09/16 NBC Sunday T		7-8am	***************************************	-00				
	Spots/Week 1 1	Rate \$50.00 \$50.00 \$50.00		:30		NM	3	\$150.00
N 13 KPLC 09/19/16 10/09/16 NBC Meet The	Press	8-9am		:30		NM	3	\$570.00
Start Date End Date Weekdays S Week: 09/19/16 09/25/16 S Week: 09/26/16 10/02/16 S Week: 10/03/16 10/09/16 S	pots/Week 1 1 1	Rate \$190.00 \$190.00 \$190.00					•	ψο/ σ.σσ
N 14 KPLC 09/19/16 10/09/16 Late News Follo	owing NFL	1015-1045p		:30		NM	3	\$840.00
	pots/Week 1 1 1	Rate \$280.00 \$280.00 \$280.00					•	\$040.00
			Totals	0.00		132		\$28,580.00
Time Period # of Spots Gross Am	nount Ag	ency Comm.	Net Amount					The second secon
08/29/16 -09/25/16 53 \$11,13	35.00	(\$1,670.25)	\$9,464.75					
09/26/16 -10/09/16 79 \$17,44	5.00	(\$2,616.75)	\$14,828.25					

Signature: _____ Date: ____

\$28,580.00

132

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\$24,293.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

(\$4,287.00)

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